CLAIMS

What is claimed is:

1.   A method comprising:

      receiving a call from a mobile device;

      selecting, based upon information selected to address the call, a response to the call; and

      initiating a dialog between a server and the mobile device.

2.   The method of claim 1, further comprising:

      terminating the call prior to an answering of the call.

3.   The method of claim 1, further comprising:

      determining, from the call, a subscriber identifier.

4.   The method of claim 3, further comprising:

      determining, based upon the subscriber identifier, a set of capabilities of the mobile device.

5.   The method of claim 4, further comprising:

      selecting, based upon the set of capabilities, a format, through which the mobile device is capable of communicating, for the dialog.

1   6.   The method of claim 5, wherein the format is two-way SMS.

1   7.   The method of claim 1, further comprising:

2   selecting, based upon a first subset of the information, the server to select the

3   response.

1   8.   The method of claim 1, further comprising:

2   identifying, based upon a second subset of the information, data independent of

3   the server and a recipient of the call.

1   9.   The method of claim 8, wherein the data is one of a product, a location, a person,

2   and a group of people.

1   10.   The method of claim 1, wherein the information may be selected through a

2   standard cellular phone interface.

1   11.   The method of claim 1, wherein the response instructs the mobile device to

2   connect to the server.

1   10.   A system comprising:

2   a network computer telephony integrated system to receive a call from a mobile

3   device;

4   a service server to select, based upon information selected to address the call, a

5 response to the call; and

6   a push server to initiate a dialog between the service server and the mobile device.

1 11. The system of claim 10, wherein the network computer telephony integrated

2 system is to terminate the call prior to an answering of the call.

1 12. The system of claim 10, wherein the network computer telephony integrated

2 system is to determine, from the call, a subscriber identifier.

1 13. The system of claim 12, wherein the push server is to determine, based upon the

2 subscriber identifier, a set of capabilities of the mobile device.

1 14. The system of claim 13, wherein the push server is to select, based upon the set of

2 capabilities, a format, through which the mobile device is capable of communicating, for

3 the dialog.

1 15. The system of claim 14, wherein the format is two-way SMS.

1 16. The system of claim 10, wherein the push server is to select, based upon a first

2 subset of the information, the service server to select the response.

1   17.   The system of claim 16, wherein a second subset of the information identifies data

2   independent of the service server and the network computer telephony integrated system.

1   18.   The system of claim 17, wherein the data is one of a product, a location, a person,

2   and a group of people.

1

2   19.   The system of claim 10, wherein the information may be selected through a

3   standard cellular phone interface.

1   20.   The system of claim 10, wherein the response instructs the mobile device to

2   connect to the service server.

1   21.   A machine-readable medium that provides instructions that, when executed by a

2   machine, cause the machine to perform operations comprising:

3   receiving a call from a mobile device; and

4   sending information about the call to a push server to initiate a dialog between a

5   service server and the mobile device, the dialog to include a response to be selected based

6   upon a information selected to address the call.

1   22.   The machine-readable medium of claim 21, wherein operations further comprise:

2   terminating the call prior to an answering of the call.

1   23.   The machine-readable medium of claim 21, wherein operations further comprise:

2   determining, from the call, a subscriber identifier.

1 24. The machine-readable medium of claim 21, wherein the information may be

2 selected through a standard cellular phone interface.

1 25. A machine-readable medium that provides instructions that, when executed by a

2 machine, cause the machine to perform operations comprising:

3   receiving, from a network computer telephony integrated system, data about a call

4 received from a mobile device; and

5   initiating a dialog between a service server and the mobile device, the dialog to

6 include a response to be selected based upon information selected to address the call.

1 26. The machine-readable medium of claim 25, wherein operations further comprise:

2   determining, based upon a subscriber identifier, a set of capabilities of the mobile

3 device.

1 27. The machine-readable medium of claim 26, wherein operations further comprise:

2   selecting, based upon the set of capabilities, a format, through which the mobile

3 device is capable of communicating, for the dialog.

1 28. The machine-readable medium of claim 27, wherein the format is two-way SMS.

1 29. The machine-readable medium of claim 25, wherein operations further comprise:

2 selecting, based upon a first subset of the information, a service server to select

3 the response.

1 30. The machine-readable medium of claim 29, wherein operations further comprise:

2 identifying, based on a second subset of the information, a specification

3 independent of the service server and the network computer telephony integrated system.

1 31. The machine-readable medium of claim 30, wherein the specification is one of a

2 product, a location, a person, and a group of people.

1 32. A machine-readable medium that provides instructions that, when executed by a

2 machine, cause the machine to perform operations comprising:

3 receiving a communication from a push server that received, from a network

4 computer telephony integrated system, data about a call received from a mobile device;

5 and

6 selecting a response, based upon information selected to address the call, to be

7 included in a dialog to be initiated between a service server and the mobile device.

1 33. The machine-readable medium of claim 32, wherein the response instructs the

2 mobile device to connect to the service server.

1 34. A system for the delivery of direct response to conventional advertising or other

2 messaging by a mobile subscriber using a digital wireless network and a keypad on a

3 mobile device that utilizes that digital wireless network, comprising:

4   a media stimulus, that is observed by the mobile subscriber, with an embedded

5   call to action that includes a dial string to be entered by the mobile subscriber into the

6   mobile device using the keypad of that device;

7   a network computer telephony integrated (CTI) system and associated executable

8   computer code used to collect digits and the mobile subscriber's identity from network

9   signaling associated with a voice call routed to that network CTI system by the digital

10   wireless network and associated networks,

11   a push server and associated executable computer code that is signaled by the

12   network CTI server and sends the mobile subscriber a digital message and communicates

13   details of the service with a service server identified in a service identity database;

14   a subscriber capabilities database and the service identity database used by the

15   push server to determine service type and service server identity that allows

16   determination of service class to be provided to the mobile subscriber;

17   a set of service servers and associated executable computer code which provide an

18   initial response delivered to the mobile subscriber by the push server and then control and

19   conduct a two way service dialogue with the mobile subscriber;

20   a set of gateways which both translate data formats and addresses between the

21   digital wireless network and other digital data networks as well as providing functionality

22   required for delivery of the service to the mobile subscribers; and

23   a series of data networks that are used for communication between the mobile

24   subscriber, network CTI system, push server, service server and gateways.

1　35.　The system of claim 34, wherein the media stimulus is one of print advertising,

2　TV advertising, and radio advertising.

1　36.　The system of claim 34, wherein the stimulus is one of a printed card, pamphlet,

2　and direct mail piece, wherein the stimulus delivered to the mobile subscriber.

1

2　37.　The system of claim 34, wherein the stimulus is one of print and electronic

3　display, wherein the stimulus is intended to be viewed by large numbers of the public in

4　one of indoor spaces and outdoor spaces.

1　38.　The system of claim 34, wherein the stimulus is printed on one of packaging of a

2　physical object and a sticker affixed to packaging of a physical object.

1　39.　The system of claim 34, wherein the stimulus is on one of an Internet site and

2　Internet advertisement.

1　40.　The system of claim 34, wherein the dial string comprises a unique dial number

2　that corresponds to a PSTN network.

1　41.　The system of claim 34, wherein the mobile device is one of a cell phone and a

2　mobile phone.

1   42.   The system of claim 34, wherein the mobile device is a Personal Digital Assistant

2   with the ability to place voice phone calls.

1   43.   The system of claim 34, wherein the keypad is a standard Dial Tone Multi

2   Frequency (DTMF) keypad that is used to dial a phone call.

1   44.   The system of claim 34, where the keypad is a soft screen based keypad that

2   emulates a standard Dial Tone Multi Frequency (DTMF) keypad.

1   45.   The system of claim 34, wherein voice recognition is used to connect to a number

2   in the call to action by one of the mobile device and the digital wireless network.

1   46.   The system of claim 34, wherein the mobile subscriber may use number storage

2   capabilities of the mobile device after observing a media stimulus to bookmark the dial

3   sequence and recall and connect capabilities of the mobile device to place the call.

1   47.   The system of claim 34, wherein the network CTI system is connected to by the

2   mobile subscriber and is connected directly to the digital wireless network, extracts the

3   dial string and a mobile subscriber identifier and informs the push server.

1   48.   The system of claim 47, wherein the network CTI system is external to the digital

2   wireless network and terminates the call without answering.

1 49. The system of claim 34, wherein the network CTI system is connected and

2 interfaced via a signaling and transport control Applications Protocol Interface (API) to a

3 digital packet signaling and transport network that is connected to one of the digital

4 wireless network and a PSTN.

1 50. The system of claim 34, wherein the network CTI server communicates to the

2 push server through a public packet network.

1 51. The system of claim 34, wherein the network CTI server communicates to the

2 push server through a private data network that may be part of the digital wireless

3 network.

1 52. The system of claim 34, wherein the push server uses a service identity database

2 and a subscriber capabilities database to determine the classes of service to be delivered

3 to the mobile subscriber.

1 53. The system of claim 34, wherein the subscriber capabilities database is obtained

2 from an operator of the digital wireless network.

1 54. The system of claim 34, wherein the subscriber capabilities database is obtained

2 by sending multiple message formats to the mobile subscriber and observing a response.

1   55.   The system of claim 34, wherein the subscriber capabilities database is obtained

2   by asking the mobile subscriber via a method supported by all subscribers.

1   56.   The system of claim 34, wherein the subscriber capabilities database is obtained

2   from an Internet session with the subscriber using a standard Internet terminal and

3   browser, wherein the standard Internet terminal is one of wired and wireless.

1   57.   The system of claim 34, wherein the service class corresponds to one of a one

2   way Short Message Service (SMS), a multimedia message, two way SMS, initiation of a

3   mobile browser session via Wireless Application Protocol (WAP) push, initiation of a

4   mobile browser session via embedding a URL in an SMS or e-mail message, initiation of

5   a voice call with a voice number embedded in an SMS, a voice callback from a

6   Interactive Voice Response (IVR) system, or a voice callback by a human operator.

1   58.   The system of claim 34, wherein the push server uses the service identity

2   database, the subscriber capabilities database, and a request from the service server to

3   determine the class of service to be delivered to the mobile subscriber.

1   59.   The system of claim 34, wherein the service class corresponds to one of one way

2   Short Message Service (SMS), two way SMS, initiation of a mobile browser session via

3   Wireless Application Protocol (WAP) push, initiation of a mobile browser session via

4   embedding a URL in a SMS or e-mail message, a voice callback from an Interactive

5   Voice Response (IVR) system, and a voice callback by a human operator.

1   60.   The system of claim 34, wherein the push server returns an SMS message through

2   an SMS gateway with a return SMS address, to be used by the mobile subscriber, that

3   corresponds to an address of the push server.

1   61.   The system of claim 34, wherein the push server returns an SMS message through

2   an SMS gateway with a return SMS address, to be used by the mobile subscriber, that

3   corresponds to an address of the service server.

1   62.   The system of claim 34, wherein the push server returns a WAP push message

2   through a WAP push gateway with a return address, to be used by the mobile subscriber,

3   that corresponds to an address of the service server.

1   63.   The system of claim 34, wherein the push server returns a SMS message through

2   a SMS gateway, with one of an embedded phone number and an Internet Universal

3   Resource Locator (URL), which corresponds to an addresses of the service server, to be

4   used by the mobile subscriber.

1   64.   The system of claim 34, wherein a message returned to the mobile subscriber is

2   sent by the service server after communication with the push server.

1   65.   The system of claim 34, wherein the push server informs the service server of a

2   mobile subscriber event, the dial string, and an identity of the mobile subscriber.

1   66.   The system of claim 34, wherein the push server determines the service class

2   based on stored information in the service identity database and the mobile subscriber

3   capabilities database, and informs the service server of the service class.

1   67.   The system of claim 34, wherein the push server requests and receives the service

2   class from the service server.

1   68.   The system of claim 34, wherein the push server does not respond to the mobile

2   subscriber and informs the service server that the service class is to make one of a return

3   IVR and an operator phone call.

1   69.   The system of claim 34, wherein the service class is delivered through use of a

2   Voice Extensible Markup Language (VXML) gateway interfaced to the service server.

1   70.   The system of claim 34, wherein the service class is delivered through use of a

2   computer telephony integrated (CTI) platform interfaced to the service server.

1   71.   The system of claim 34, wherein an operator-returned phone call is initiated by

2   the service server directly contacting one or more human operators.

1   72.   The system of claim 34, wherein an operator-returned phone call is initiated by

2   the service server contacting a call center system which manages multiple operators.

1   73.   The system of claim 72, wherein the operator-returned phone call consists of

2   voice communication.

1   74.   The system of claim 72, wherein the operator-returned phone call consists of text

2   chat.

1   75.   The system of claim 72, wherein the operator-returned phone call consists of

2   multimedia communications.